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General Technical Overview

Evolution in Data Storage
From Data-Centric to Information-Centric

XML Promises

- **Self describing data that can be used for application to application communication**
- **Expresses information (data with context) not just data**
- **Information modeling instead of data modeling**
- **Rapid Application Development**

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XML – Expressing Information

- **XML expresses both elements of information – data and metadata – with equal flexibility**
- **XML can express information from any computer**
  - This is why it has been almost universally adopted as the standard for data interchange

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XML – Expressing Information

- **XML can express any information you want**
  - If XML is used to express information based on business objectives, rather than technical capabilities, there is no guarantee that it will be manageable
  - Data management systems that were developed before XML are a bad fit
  - The true potential of XML is that it offers a more flexible model for describing information, and therefore a more flexible framework for using information

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XML – Current Problems

- **DOMs are bloated and inefficient**
- **No elegant mapping to RDBMS technology**
  - Forfeit extensibility
  - Forfeit heterogeneity
  - Forfeit flexibility
- **Slow storage and retrieval rates**
- **Text based processing**
- **Large storage foot-print**

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XML – Five not *so Easy Pieces*

- **Heterogeneity**
  - removing boundaries
- **Extensibility**
  - changing your mind
- **Flexibility**
  - leaving information alone
- **Variable Views**
  - deciding how to use information *when* you use it
- **Adaptability**
  - letting business objectives rule

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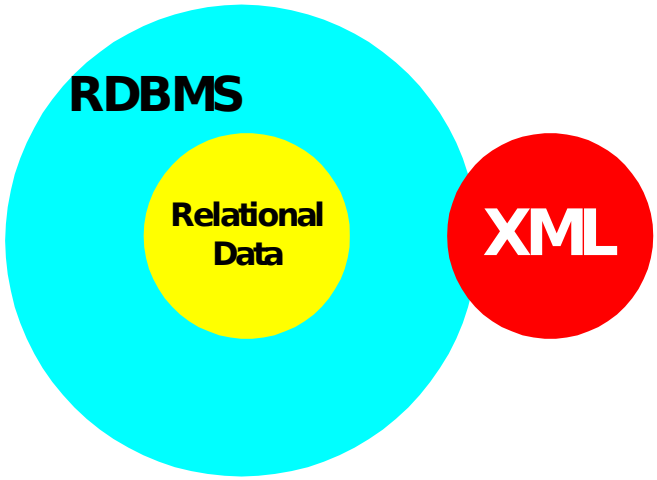
RDBMS and the XML Space

XML Information management sits at the fringe of RDBMS data management capabilities



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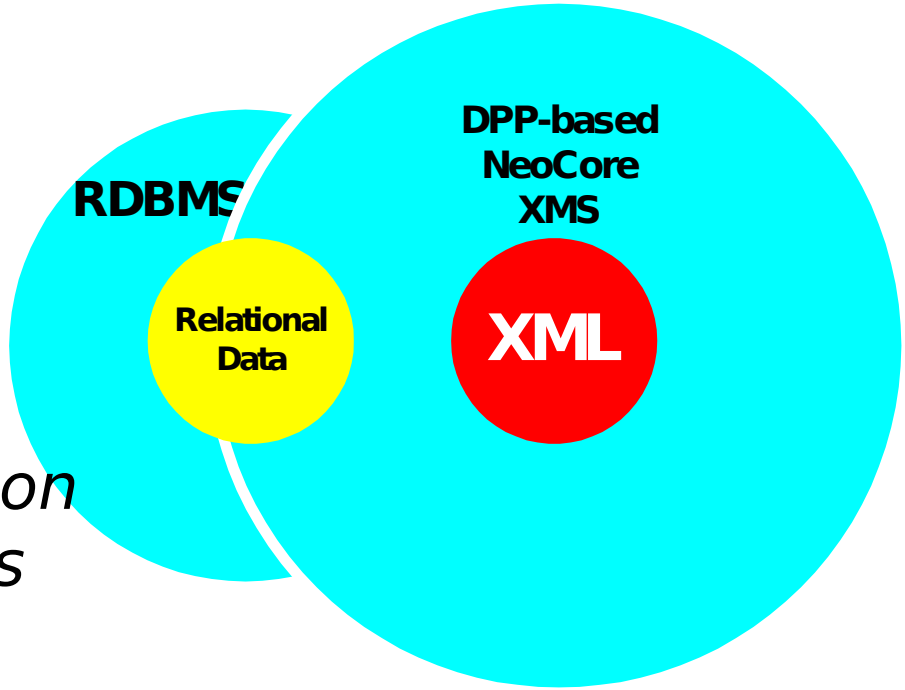
XMS and the XML Space

XML Information management sits at the fringe of RDBMS data management capabilities - *and at the* ***center*** *of XMS Information management capabilities*



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NeoCore XMS

- **NeoCore XML Information Management System (XMS) is a high-performance XML native database that manages dynamically structured information**
- **Enables rapid application development and adaptable applications**
  - Iterative delivery with loosely defined requirements
  - Quickly define and use new information models
  - Based on NeoCore's patented Digital Pattern Processing (DPP) technology
- **The backbone for natively storing and leveraging XML information**

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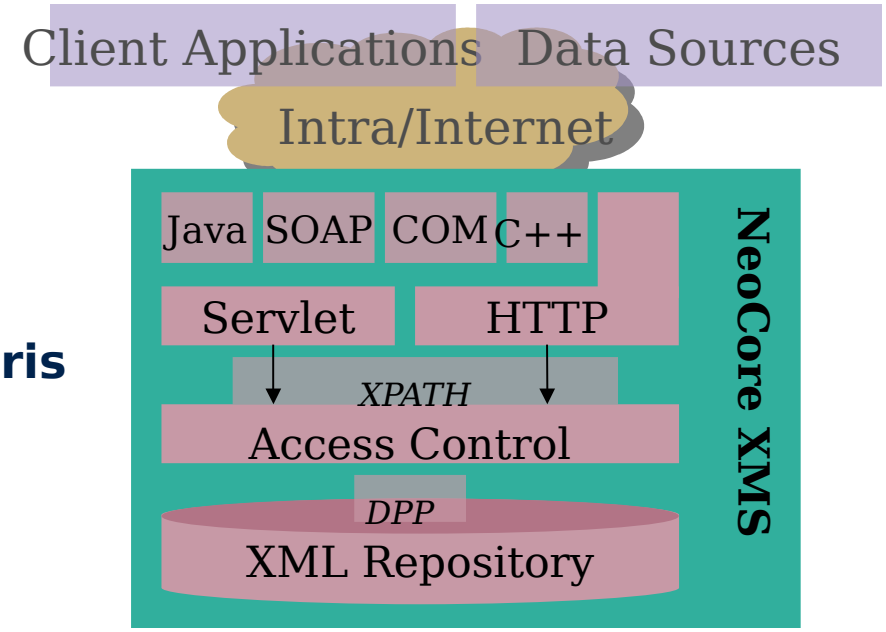
NeoCore XMS

- XML in, XML out
- HTTP, XPATH
- Native, Transactional
- ACID compliant
- Java, COM, C++, SOAP
- Meta Data – versioning
- Aliasing
- Windows 2000 and Sun/Solaris
- Gui-based Administration
- Rules-based access control
- Complete data migration toolkit



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XML and NeoCore XMS

- **No database schema development required**
- **Greatly simplified data model**
- **Fine grained data-centric functionality**
- **Data normalization is irrelevant**
- **Information is available and updateable across documents**
- **Adapts to changes at an any level**
- **Content based access controls at element level**
- **High volume transactional queries and updates**
- **No database design = Increased RAD**

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The NeoCore XMS Payoff

- **Application full lifecycle development costs reduced up to 50% or more**
- **Shorter time to market**
- **Cost of application change reduced by up to 90%**
- **Drive change for competitive advantage**

Result: ***Reduce Risk***
Reduce Costs
Save Time & Money
Increase Revenues

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